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Filing date: **11/23/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91202001
Party	Defendant AQS BRAND, INC.
Correspondence Address	SASOON SARDARIAN LAW OFFICES OF SASOON SARDARIAN 16000 VENTURA BLVD STE 1101 ENCINO, CA 91436-2762  ss@sardarianlaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Matthew A. Becker
Filer's e-mail	matt@beckerlawfirm.com
Signature	/s/ Matthew A. Becker
Date	11/23/2011
Attachments	Notice of Appearance.pdf ( 3 pages )(54139 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Applicant Serial No.: 85/230,144  
Mark: SWISSICON  
Published: June 14, 2011  
Filed: : January 31, 2011

Federation of the Swiss Watch Industry

Opposer,

v.

AQS BRAND, INC.

Applicant.

Proceeding No.: 91202001

**NOTICE OF APPEARANCE AND SUBSTITUTION OF COUNSEL**

AQS BRAND, INC., (“Applicant”) hereby revokes all prior designations of counsel and appoints new counsel as follows:

Matthew A. Becker  
The Law Office of Matthew A. Becker  
A Professional Law Corporation  
1003 Isabella Avenue  
Coronado, CA 92118  
Telephone: 619-522-6760  
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Facsimile: 619-522-6763  
Email: [matt@beckerlawfirm.com](mailto:matt@beckerlawfirm.com)

Such counsel is appointed as counsel of record in the above referenced opposition and all matters related to trademark application serial number 85/230,144 for SWISSICON.

/s/ Nasim Afshar

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President, AQS BRAND, INC.

I accept such appointment.

DATED this 23<sup>rd</sup> day of November, 2011.

Respectfully submitted,

/s/ Matthew A. Becker

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MATTHEW A. BECKER  
Attorney for APPLICANT  
California State Bar No. 190,748

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**PROOF OF SERVICE BY U.S. MAIL, 37 CFR § 2.119(A)**

I hereby declare:

I am over the age of 18 years and am not a party to this action. I am employed in San Diego, County. My business address is 1003 Isabella Avenue, Coronado, CA 92118.

On the date first written below, I served a true and correct copy of the attached document entitled:

**NOTICE OF APPEARANCE AND SUBSTITUTION OF COUNSEL**

by causing it to be placed in a sealed envelope and deposited in the United States mail, first class postage fully prepaid and addressed to the following:

Abigail A. Rubinstein, Esq.  
Steptoe & Johnson LLP  
1330 Connecticut Avenue, N.W.  
Washington, DC 20036

Dated: November 23, 2011

/s/ Matthew A. Becker

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Matthew A. Becker